

Brokerage

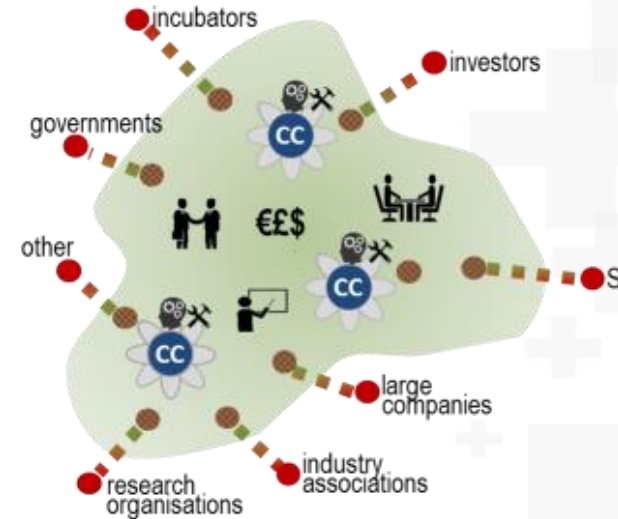
*XS214MS – Final Event of the Mentoring
and Coaching Programme
Madrid, 21 September 2017*

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Brokerage is an essential activity of DIHs

*“The Digital Innovation Hubs are organisations or consortia of organisations that **maintain, expand and create the (regional) ecosystem** on I4MS related activities. This includes **networking, matchmaking, brokerage and dissemination activities.**”*

http://i4ms.eu/regional_hubs/rhobservatory.php



Brokerage brings parties together

Scope and/or Geographical Coverage

Brokerage at Industrial
and Pan-European Level

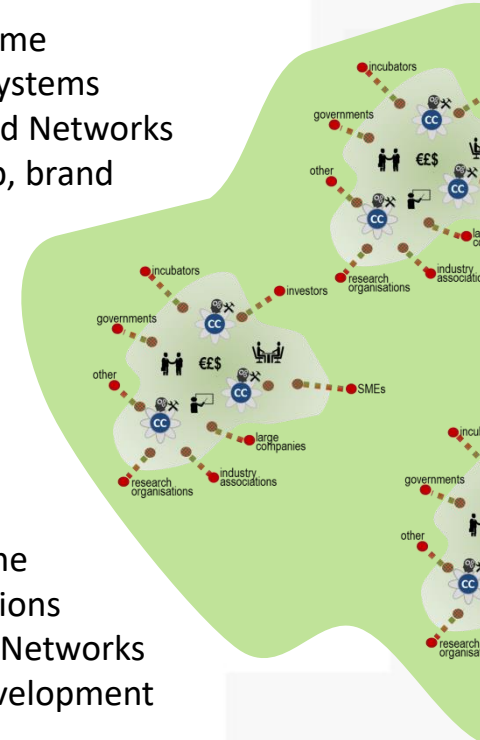
Brokerage at the Level of
Large Scale Pilots and Regions

Brokerage at the Level of
Smaller Projects and Solutions,
Smaller Networks

Long Time Frame
Clusters and Ecosystems
Larger and Less Defined Networks
Culture, leadership, brand



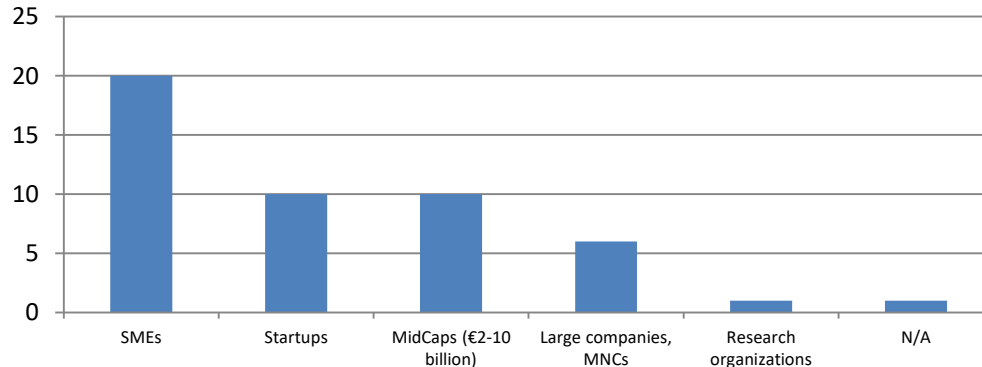
Short Time Frame
Projects and Solutions
Small and Well Defined Networks
Concrete technology development



Brokerage as a service provided by DIHs

- Most of the I4MS DIHs (21/28, 75%) report offering services in “ecosystem building, scouting, brokerage, networking”. They seem to be the most common service type independent on what size companies the DIH has as customers.
- All DIHs reporting startups as their customers offer these services (10/10 100%)
- These services also seem to have a strong link with H2020 funding

Customer types of DIHs offering services in Ecosystem building, scouting, brokerage, networking (N=21)



Approach to Brokerage

- Main approach to brokerage has been workshops
 - *68+ workshops arranged (avg. 2,7 workshops per DIH)**
 - *2787+ participants involved in workshops (avg. 127 participants per DIH and 44 participants per workshop)***
- Other approaches
 - *Social media*
 - *Web pages*
 - *One-on-one contacts*

** Data is incomplete. Also, some DIHs reported conducted workshops and some reported planned workshops.*

*** Data is incomplete. Also, some DIHs reported participating people and some reported participating organizations*

Examples of workshop topics

- Awareness raising (technologies, calls and support available)
- Learning about local companies' needs for support
- Exploring opportunities of specific technologies
- Exploring financing mechanisms
- Joint regional strategy setting
- Planning the DIHs, keeping stakeholders up to date on the development
- Creating networks of innovation support providers
- Discussing research opportunities and bringing businesses and researchers together
- Setting up projects
- Joint innovation from ideas to team building and launch

Examples of parties involved

- Competence centres
- Research institutions
- Educational organizations
- Manufacturing SMEs
- Startups
- Incubators
- Large enterprises
- Industry associations
- Public and private investors
- Service companies
- Technology solutions providers
- Software application developers
- Regional and governmental authorities
- Business associations, chambers of commerce, trade associations, clusters
- Spinoffs and spinouts
- Students
- NGOs
- Experimental facilities
- Marketing, press and brand management
- I4MS support

Lessons learned

- Brokerage is an essential activity of DIHs and most I4MS DIHs report offering services related to it
- Brokerage takes place in many ways and on multiple levels
- Digitalization of manufacturing industry involves adopting new approaches for joint co-development and interactive learning